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Development Corporation of Austin

Development Corporation of Austin Mission: Work closely with public and private sector partners to aggressively market the area to attract new businesses and industries, as well as support existing enterprises for economic benefit of Austin and Greater Mower County

Notes from the CEO's Desk

Dear DCA Members and Partners,

Big things are happening where food, agriculture, and bioscience meet—and Austin is right in the middle of it. From tackling global challenges like food security and climate change to creating healthier communities, this convergence is reshaping the future.



Foods, rich ag resources, cutting-edge research at The Hormel Institute, top-tier training at Riverland, and strong backing from The Hormel Foundation. Soon, the U of M's FAARM initiative will add even more momentum.

DCA is proud to work alongside great partners to grow investment and quality jobs—especially in food, ag, and bioscience. We connect with outside businesses considering relocation or expansion, meet with businesses already in Austin who have expansion possibilities, support entrepreneurs and innovators with education and investment, and coordinate the visionary quality of life initiatives of Impact Austin.

As always, thanks to our DCA members for their financial support and engagement in helping us to our work. We couldn't do it without you!

Impact Austin Corner:



DCA Members and Partners,

I hope your summer is off to a fantastic start! I'm excited to share some recent updates from Impact Austin and highlight the important work we've been involved in over the past few months.

Cheers,

Nick Novotny

Director of Community Engagement & Enhancement

Impact Austin- Development Corporation of Austin



Riverland: Educating for Shared Prosperity Agriculture Summit

On June 18, Riverland Community College hosted the **Educating for Shared Prosperity Agriculture Summit** at the Historic Hormel Home. With nearly 80 attendees from across the state, the event fostered meaningful conversations around a shared goal: **building an educational platform that supports a thriving agriculture and food system in Austin, Mower County, and beyond.**

Impact Austin was honored to present our work in support of the City of Austin and Mower County through the Comp Plan 2045 project, including the development of a regional food system strategy. We're grateful to Riverland for the opportunity to share this wide-reaching vision and to spark new dialogue about how our

For a full summary of the summit, [CLICK HERE](#).

Comp Plan 2045 Update: Stitching Together Land, Flavor, and Place – A Playbook for Mower County and Austin, Minnesota

The Comp Plan 2045 project continues to gain momentum as we work alongside SEH consultants, local government partners, and our community-led teams to shape each chapter of this document. While there's still much to be done, I'm both grateful and energized by the progress and collaboration this project represents.

A major milestone was recently achieved with the delivery of a document assembled by Daniel Hintz and his team at The Velocity Group. After nine months of robust community engagement—including surveys, workshops, open houses, and countless conversations, a Playbook for Mower County and the City of Austin was created. This Playbook covers a broad range of interconnected themes: tourism, public spaces, arts and culture, downtown development, food systems, and more. It offers practical strategies, real-world case studies, and actionable projects that reflect our community's voice and values. Not only will this document support our ongoing comprehensive planning efforts, but it will also help translate community ideas into bold, tangible actions that shape a vibrant future for Austin and Mower County.

To view the playbook, [CLICK HERE](#).

Click [here](#) to learn more about the Comprehensive Plan work!



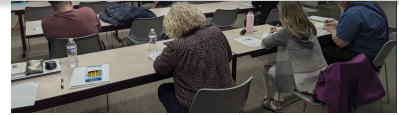
For more information, provide your comments, and sign up for updates:

www.compplan2045.com

Workshop Recap: How To Start A Business (2-Hour Workshop)

We were thrilled to host a group of aspiring entrepreneurs at our recent **How To Start A Business** workshop. This focused two-hour session

business planning, legal structures, and pricing strategies.



The event was engaging, with thoughtful questions, valuable discussions, and a strong sense of motivation throughout the room. It's always inspiring to see individuals in our community take the first steps toward business ownership.

If you, or someone you know, would like more information on upcoming workshops, please contact Aaron Keenan (apkeenanaustindca.org) or Wendy Anderson (wmandersonaustindca.org).

Upcoming Launch Workshops:

September 17th, 2025:



When: Wednesday, September 17th, 2025

Time: 3pm-5pm

Location: Launch Austin, MN - 401 Main St. N. #202 Austin, MN 55912

Cost: **Free! Registration Required!**

Link to Register: <https://mailchi.mp/5bdbbfa5ad52/using-ai>

Using AI & Technology for Business Efficiency (2-Hour Workshop)

Designed for beginners, this two-hour workshop will introduce you to practical ways to integrate AI into everyday business tasks, without needing to be tech-savvy.

What You'll Learn:

- The real-world benefits (and limitations) of AI for small businesses
- Common myths vs. realities of using AI for productivity and marketing
- How to identify tasks in your business that are ideal for automation
- Beginner-friendly tools for content creation, scheduling, customer service, and more
- How to build effective prompts that get the best results from AI tools
- When to trust AI and when your human judgment matters most

Who Should Attend:

- Small business owners and entrepreneurs new to AI
- Business professionals looking to improve workflow and save time
- Anyone interested in learning how to use technology to reduce busywork and focus on growth

You'll leave with clear, actionable steps and resources to start working smarter, not harder. This session is not about becoming an AI expert, it's about building confidence and knowing how to use AI as a helpful assistant in your business.

July 8– Aug 5 (5 Week Cohort):

COHORT

EMBARK ON YOUR ENTREPRENEURIAL JOURNEY WITH CONFIDENCE!
JOIN OUR **FREE 5-WEEK COHORT** TO MASTER THE ESSENTIAL FIRST
STEPS OF LAUNCHING A SUCCESSFUL BUSINESS.



COHORT DETAILS:

JULY 8 - AUG 5

TUESDAYS FROM 6:00PM - 8:00 PM
AT LAUNCH - 401 MAIN ST. N. #202
AUSTIN, MN 55912

YOU WILL LEARN HOW TO:

- CONDUCT MARKET RESEARCH
- WRITE YOUR BUSINESS PLAN
- FUND YOUR BUSINESS
- PICK YOUR BUSINESS LOCATION
- CHOOSE A BUSINESS STRUCTURE

LIMITED SPACE AVAILABLE!
FIND MORE INFORMATION AT

OUR WEBSITE
WWW.LAUNCHAUSTINMN.COM

OUR EMAIL
LAUNCH@AUSTINDCA.ORG

Mark Your Calendars....

August 18: The Ribbon Research Open

The Hormel Institute, University of Minnesota, along with Nu-Tek BioSciences have announced the inaugural [Ribbon Research Open](#), a charity golf tournament taking place in Austin this August.



Every Person | Every Dollar | Every Cancer
The Hormel Institute | Nu-Tek BioSciences

Check-In starts at 10 a.m.

12 p.m Shotgun Start

[Register](#) today!



August 21: High Water Music Series

The Austin Enhancement Group, Inc. is excited to announce the third free community events happening August 21st! Impact Austin is a proud supporter of this new event series, as a commitment to improving the quality of life for the community here in Austin and Mower County.

The music series, called [High Water](#), will take place at Bandshell Park and will feature a band, food trucks, games/activities, and an outdoor movie!

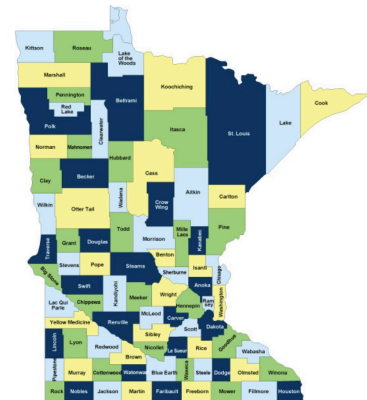
Band: Incognito (starts at 6:30pm)

Food: Rosenthal Concessions

Movie: Encanto (Starts between 8:30-9:00 pm)

Did you know.....

The State of Minnesota Department of Employment and Economic Development (DEED) has a county profile page that provides a set of relevant demographic, social, labor force, and economic statistics for each of Minnesota's 87 counties. Check it out [here](#).



DCA's 2022-2025 strategic plan prioritizes opportunities in food, bioscience and agriculture in Austin and Mower County. It places a high priority on supporting entrepreneurs and infrastructure planning to benefit local businesses. Lastly, DCA will support initiatives to attract and retain a talented, skilled workforce.

DCA Strategic Plan 2022-2025

Priority 1:	Position Austin to be a destination for businesses, innovators, and entrepreneurs at the intersection of food, health, agriculture, and biosciences.
Priority 2:	Ensure entrepreneurs and startup businesses have access to the right technical assistance and funding to launch their ideas.
Priority 3:	Existing firms have access to workforce, infrastructure, capital and physical space that allow them to remain and continue to grow in the community.
Priority 4:	Coordination and collaboration with community partners to make Austin a world-class destination for residents.

[Click here for the full Development Corporation of Austin & Austin Community Growth Ventures Strategic Plan](#)

Our 2025 Membership Drive is now underway!
We thank you for your support.



[Click here to see our 2024 DCA Members and Contributors](#)

The Development Corporation of Austin

329 N Main St Suite 106L

Austin, MN 55912

**Individual contributors may make their contributions to "Austin Community Charitable Fund", the DCA's 501c3 organization. Individual contributions may be tax deductible.

Let's Connect!

Click below to share any ideas, topics or feedback you would like to see in future newsletters. We'd love to hear from you!

Share Your Thoughts

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